

Systems and methods for displaying and recording control interfaces**Publication number:** CN1555191 (A)**Publication date:** 2004-12-15**Inventor(s):** CHRISTOPHER SCHOAFF P [US]; RON ALEXANDER [US]; KEN HANCOCK [US] +**Applicant(s):** GUIDE E INC [US] +**Classification:**

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The present invention is an improvement over previous electronic programming guides ("EPG") in that it provides unique other than programmed viewer interaction capabilities with the EPG; improved viewer control of video recording (16) of future-scheduled programming; improved features of the EPG display and navigation (10); parental control of the EPG display; improved television program access by the viewer (22); improved product opportunities for the commercial advertiser to reach the viewer's profile (14, 16); improved products information access by the viewer (12); creation of the viewer's profile (36, 52); utilization of the viewer profile information to customize various aspects of the EPG (24); and utilization of viewer profile information to provide the customized presentation of advertising to the viewer (24).

